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IDENTIFIERS Distributive Education Clubs of America

ABSTRACT

This package consists of 34 transparency masters outlining the nature and scope of marketing and distributive education. Included in the set are transparency masters addressing the following themes: the interconnectedness of education, labor, and work; objectives of marketing and distributive education at both the secondary and postsecondary levels; the structure of marketing and distributive education programs; program admission requirements and prerequisites; aspects of sales promotion, buying, store operations, market research, management, and product services; the role of marketing in a free enterprise system; cooperative vocational education; specific occupations related to marketing and distributive education; and the activities of the Distributive Education Clubs of America (DECA). (MN)

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Marketing & Distributive Education

committed to the improvement of marketing

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EDUCATION. . .

To develop the personality of the individual and the significance of his life to himself and to others.

Grayson Kirk
American Educator

WORK. . .

The significance of the individual.

Jean-Paul Sartre
French Philosopher

LABOR. . .

A high human function. . . the basis of human life, the most dignified thing in the life of man.

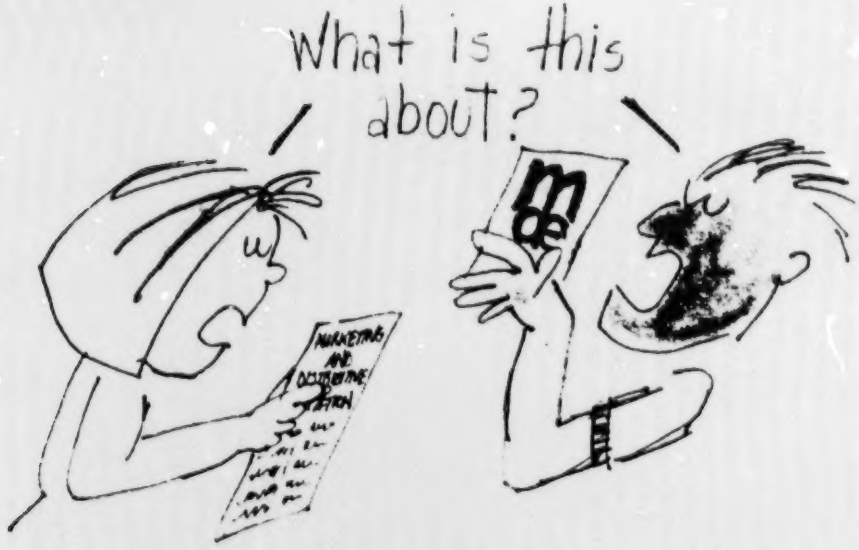
David Ben-Gurion
Late Prime Minister, Israel

The discovery and development of one's talent for the good of society is essential to the personal fulfillment, and the right to choose one's occupation is a basic American freedom. . . . .

Forest H. Anderson,
Governor of Montana

Selecting an occupational objective

One of the most important decisions you will ever make is the selection of an occupation. Almost 1/2 of your time will be spent making a living. It is essential to make a wise decision.



Marketing and Distributive Education is a program of instruction which teaches marketing, merchandising and management in high school and post-secondary schools.

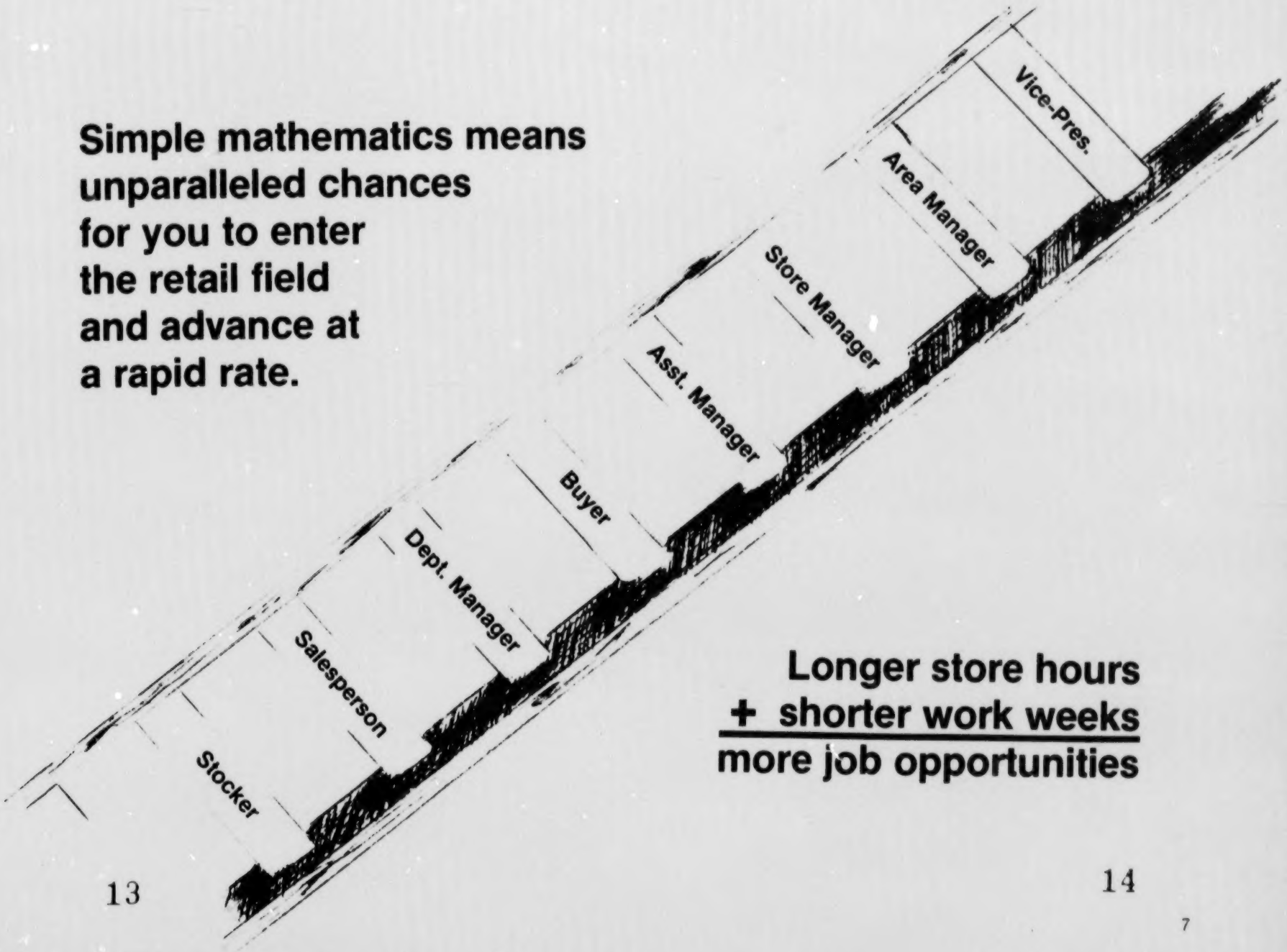
What can M. & D.E. offer you?

Your interest or talent is matched with the job that best fits you and offers the most challenge and opportunity.

11

12

Simple mathematics means unparalleled chances for you to enter the retail field and advance at a rapid rate.



Longer store hours
+ shorter work weeks
more job opportunities

STRUCTURE OF THE M. & D.E. PROGRAM

MARKETING I: MARKETING FUNDAMENTALS AND CAREERS	**10th Grade**	**No Co-operative Component**	SUGGESTED FOR MARKETING II
MARKETING II: STUDIES IN MARKETING	**11th Grade**	**Co-op**	REQUIRED FOR MARKETING III
MARKETING III: COOPERATIVE MARKETING STUDIES	**12th Grade**	**Co-op**	
FASHION MERCHANDISING	**12th Grade**	**Co-op**	SPECIALIZED ONE-YEAR COURSE FOR THE FASHION CAREER-MINDED STUDENT. NO PREREQUISITE

STRUCTURE OF THE M. & D.E. PROGRAM

MARKETING & DISTRIBUTIVE EDUCATION I	**11th Grade**	**Co-operative Component**	NO PREREQUISITE
MARKETING & DISTRIBUTIVE EDUCATION II	**12th Grade**	**Co-op**	PREREQUISITE M & DE I
FASHION MERCHANDISING	**12th Grade**	**Co-op**	SPECIALIZED ONE-YEAR COURSE FOR THE FASHION CAREER-MINDED STUDENT. NO PREREQUISITE

STRUCTURE OF THE M. & D.E. PROGRAM

SEMESTER COURSES

FOR THOSE INTERESTED IN A SPECIFIC PHASE OF MARKETING

1. Salesmanship
2. Marketing Principles
3. Sales Promotion

No Cooperative Component
and
No Prerequisites

CAN I TAKE M & D.E.?

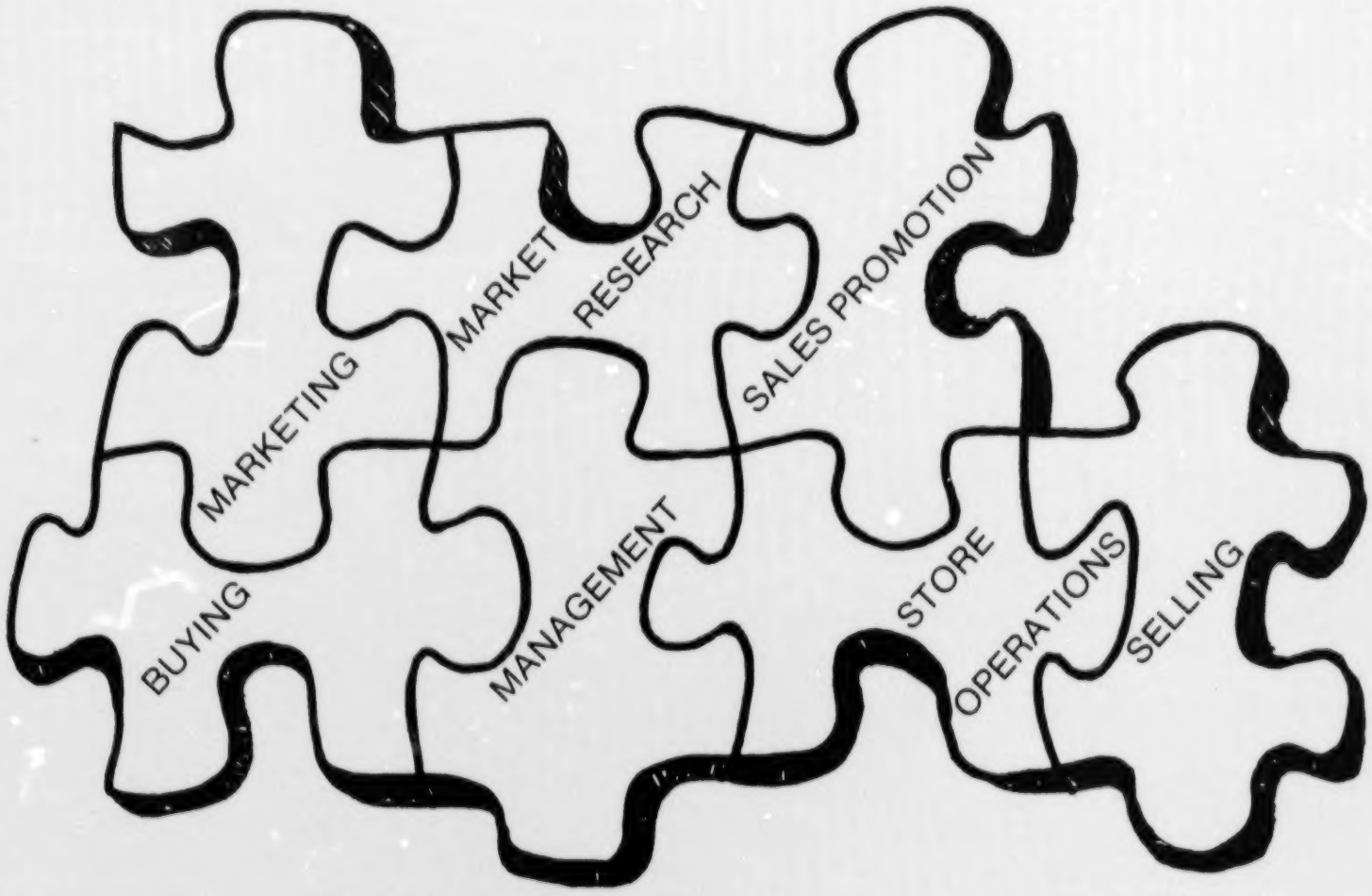
- A CAREER OBJECTIVE
- GOOD SCHOOL ATTENDANCE RECORD
- SCHOLASTICALLY SUCCESSFUL
- APPROPRIATE SOCIAL SKILLS
- POSITIVE ATTITUDE
- WILLING TO WORK

- NO INTEREST IN M & DE CAREERS
- ABSENTEEISM
- POOR ATTITUDE
- BELOW AVERAGE GRADES
- UNCOOPERATIVE
- LAZY

MARKETING AND DISTRIBUTIVE EDUCATION INSTRUCTIONAL AREAS

- ADVERTISING
- COMMUNICATIONS
- DISPLAY
- HUMAN RELATIONS
- PRODUCT & SERVICE KNOWLEDGE
- MATHEMATICS
- SELLING
- MERCHANDISING
- OPERATIONS
- MANAGEMENT

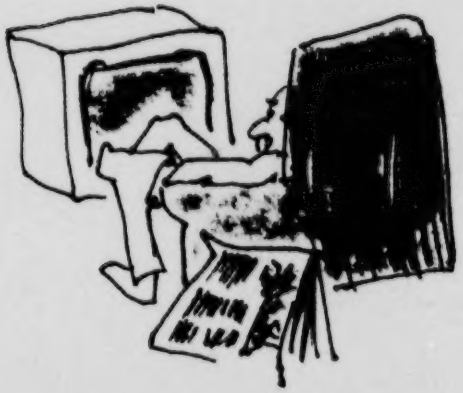
MARKETING IS . . .



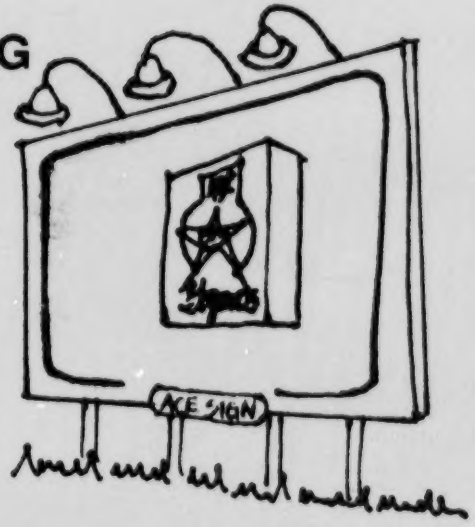
SELLING IS "KING"

NOTHING HAPPENS UNTIL THE SALE IS MADE

SALES PROMOTION

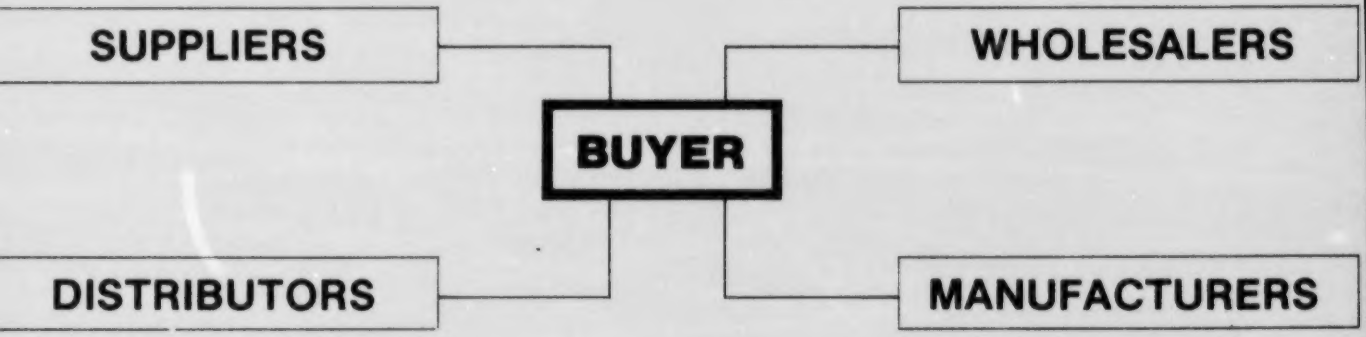


ALL ASPECTS OF ADVERTISING AND DISPLAY

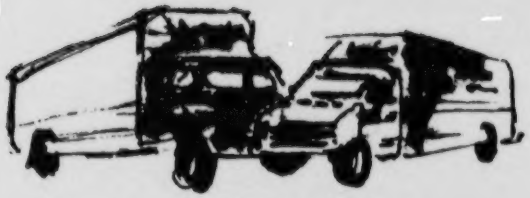


BUYING

THE BUYER CHOOSES FROM MANY SOURCES TO MEET THE NEEDS OF THE STORE'S CUSTOMERS.



STORE OPERATIONS

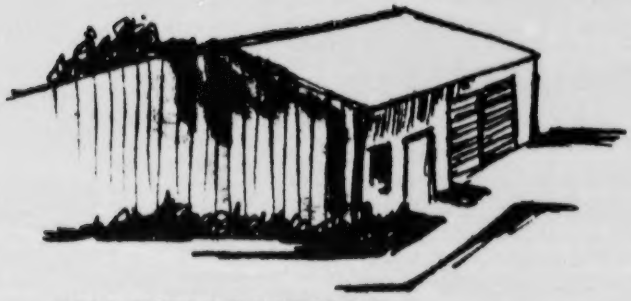


TRANSPORTING

CREDIT

MAINTENANCE

CUSTOMER RELATIONS



WAREHOUSING

PROTECTION

MARKET RESEARCH/MANAGEMENT

POLICY MAKING

PRODUCT RESEARCH

TEST MARKETING

CONSUMER MOTIVATION

PERSONNEL SUPERVISION

PRODUCT/SERVICE TECHNOLOGY

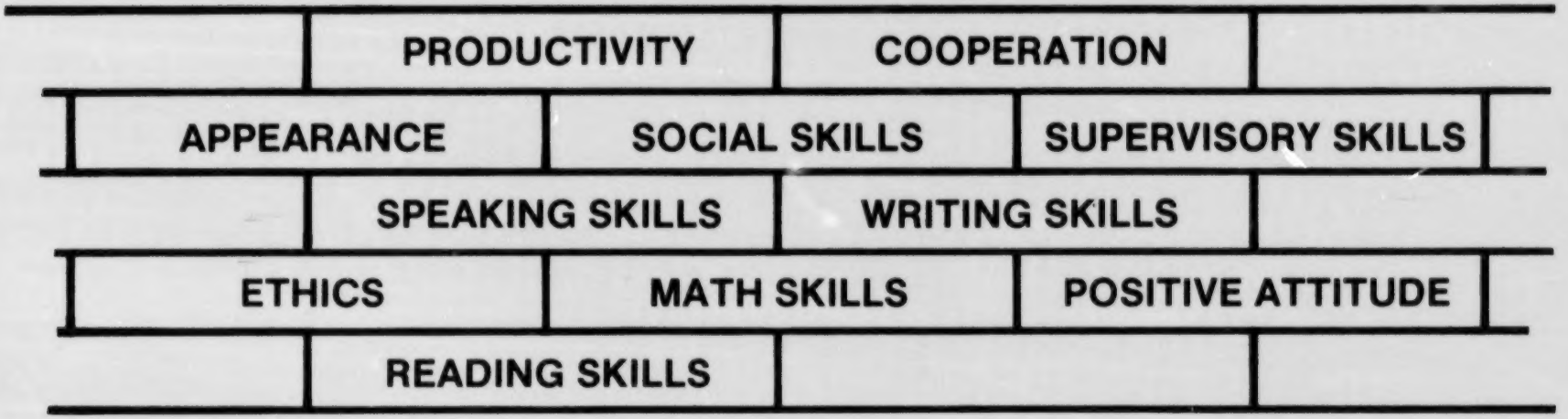
PRODUCT KNOWLEDGE

- COLORS
- SIZES
- OPTIONS
- COSTS
- PRODUCT USES
- GUARANTEES

SERVICE KNOWLEDGE

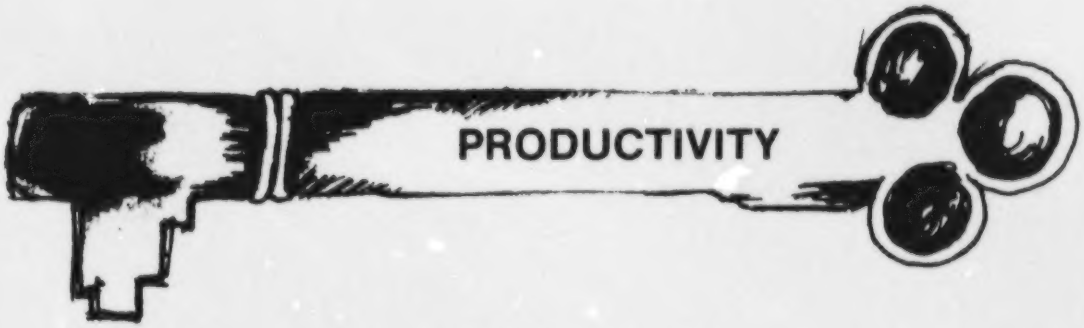
- REPAIR
- INSTALLATION
- DELIVERY TIME
- ESTIMATES
- ORDERING PARTS
- LABOR CHARGES

SOME BASIC SKILLS ARE "BUILDING BLOCKS" FOR ANY SUCCESSFUL MARKETING CAREER. . .



MARKETING IN A FREE ENTERPRISE SYSTEM

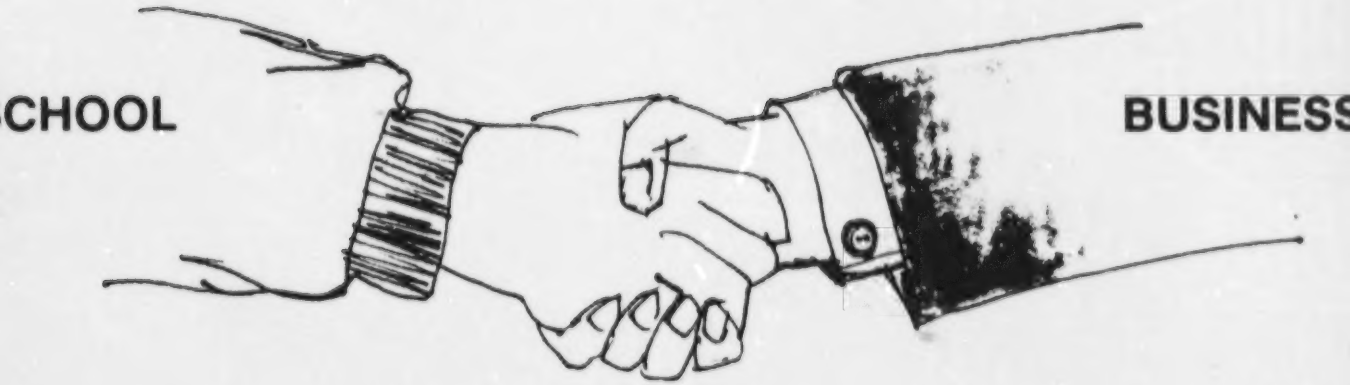
- RISK
- FREEDOM OF OWNERSHIP
- COMPETITION
- PROFIT



"WORKING SMARTER—NOT HARDER"

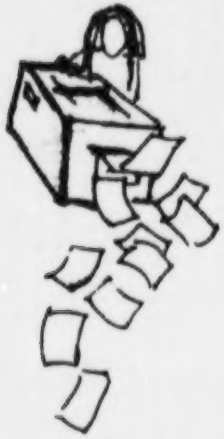
THE KEY INGREDIENT FOR ANY SUCCESSFUL BUSINESS

COOPERATIVE VOCATIONAL EDUCATION



OCCUPATIONAL AREAS

ADVERTISING



Printer
Display Manager

Copy Writer
TV/Radio Announcer

Photographer
Account Representative
Layout Planner

APPAREL & ACCESSORIES

Fashion Illustrator
Fashion Coordinator
Buyer

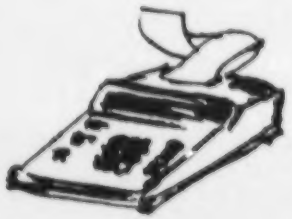
Jewelry Salesperson
Shoe Salesperson
Department Manager

AUTOMOTIVE

Automotive Salesperson
Parts Manager
Parts Supplier
Car Rental Clerk

FINANCE & CREDIT

Bank Cashier
Loan Officer
Mortgage Officer



New Accounts Clerk
Safe Deposit Clerk

FOOD DISTRIBUTION

Produce Manager
Cashier

Meat Cutter
Stock Clerk
Grocery Clerk
Dairy Manager
Store Manager
Bagboy

GENERAL MERCHANDISE

Buyer
Cashier
Salesperson

Store Manager
Shipping/Receiving Clerk
Stock Clerk

FLORISTRY

Floral Designer
Flower Wholesaler
Flower Shop Manager
Delivery Person
Florist Supplies
Salesperson

RESTAURANT MARKETING

Counter Service Person
Curb Service Person
Restaurant Manager

Hostess
Waiter/Waitress

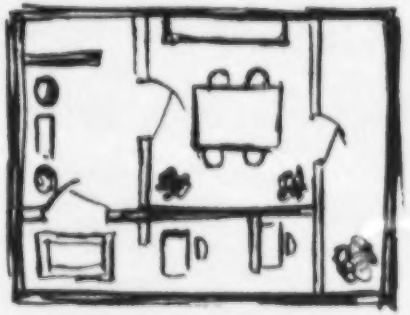
HARDWARE, BUILDING MATERIALS, FARM & GARDEN SUPPLIES & EQUIPMENT

Hardware Salesperson
Farm & Garden Supplies

Salesperson
Building Materials
Salesperson

HOME FURNISHINGS

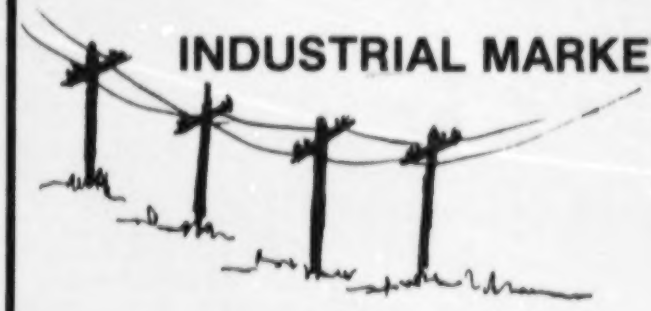
Appliance Salesperson
TV Repairer
Carpet Installer
Interior Decorator
Drapery Installer
Furniture Store Manager
Furniture Salesperson



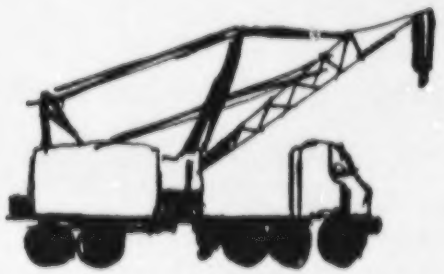
HOTEL & LODGING

Desk Clerk
Room Service Clerk
Bell Captain
Maid
Parking Attendant
Hotel Manager
Convention Consultant
Reservations Clerk

INDUSTRIAL MARKETING



Industrial Salesperson
Industrial Buyer
Utility Sales Manager
Industrial Service Representative



INSURANCE

Insurance Salesperson
Claims Adjustor
Investigator
Underwriter

INTERNATIONAL TRADE

Import Agent
Export Agent
Customs Inspector

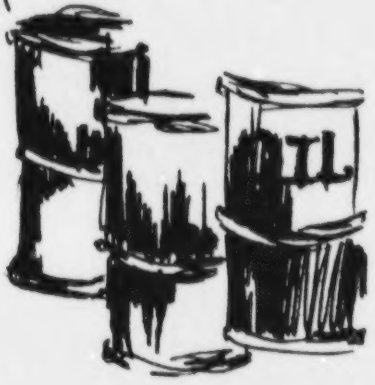
PERSONAL SERVICES

Cosmetic Consultant
Beauty Shop Manager
Tax Consultant

Photography Shop Clerk/Manager
Landscape Marketing
Funeral Director

PETROLEUM

Transporter
Oil Dispatcher
Automobile/Service Station Attendant
Petroleum Products Wholesaler



RECREATION & TOURISM

Theater Manager
Tourist Director
Tour Guide
Crafts Shop Owner
Sports Instructor
Pro Shop Manager

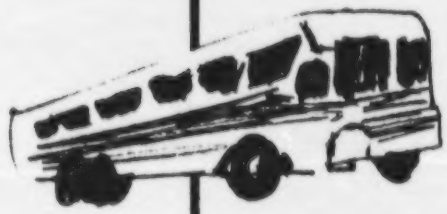
REAL ESTATE

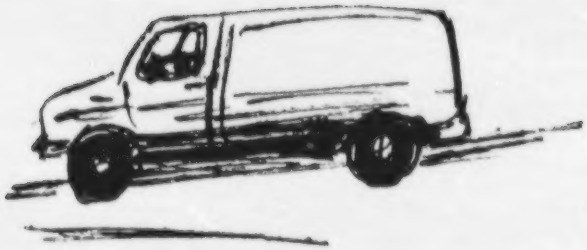
Real Estate Salesperson
Property Manager
Rental Agent

TRANSPORTATION

Traffic Manager
Baggage Handler

Rate Clerk
Bus Driver
Pilot
Flight Attendant





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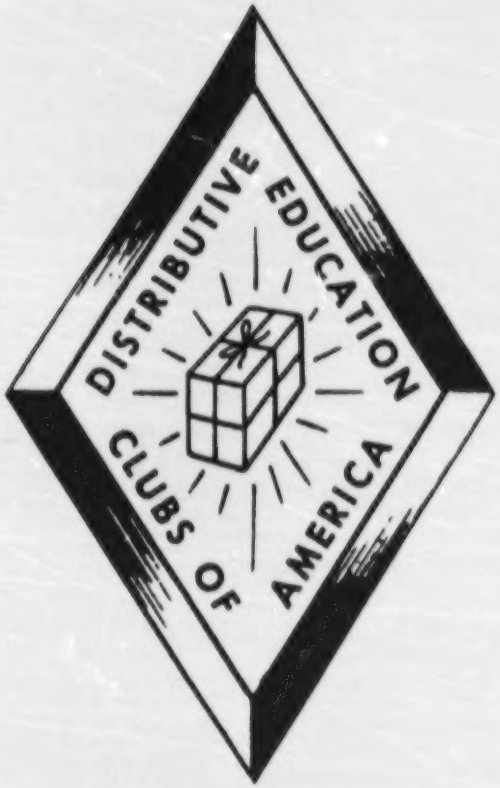
VOCATIONAL UNDERSTANDING

LEADERSHIP DEVELOPMENT



CIVIC CONSCIOUSNESS

SOCIAL INTELLIGENCE

DISTRIBUTIVE EDUCATION CLUBS OF AMERICA

The DECA Creed

I believe in the future which I am planning for myself in the field of marketing and distribution, and in the opportunities which my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God--that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation--that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service both to myself and to mankind.

DECA COMPETITIVE EVENTS

NATIONAL:

Competency Events (8)
Written Events (5)
Creative Marketing
Pepsi Earn & Learn
Phillips Petroleum
Free Enterprise Project
Merit Awards Program

STATE:

Public Speaking
Miss S. C. DECA
Mr. S. C. DECA
ASPIRE
Entrepreneurship

The answer to poverty is income; not handouts. The answer to unemployment is employment, not politics; and a great part of the solution is technical education which prepares individuals for jobs that are available now and in tomorrow's market place. . . .

Ronald Reagan,
Governor of California